



The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...

President
MICHELLE VETTERKIND CAE

Vice President, Administration
LINDA BAUN

OFFICERS

Chair of the Board
TOM WALKER
Mid-West Family Broadcasting
Madison

Vice Chair - TV/Chair Elect
DOUG KIEL
Journal Broadcast Group
Milwaukee

Vice Chair - Radio
WENDY OBERC
Lor Communications
Shell Lake

Treasurer
AL LANCASTER
WSAW TV
Wausau

secretary
TOM KOSEK
WAQF AM/FM & WJMC AM/FM
Rice Lake

Immediate Past Chair
ROGER UTNEHMER
DoorCountyDailyNews.com
Sturgeon Bay

DIRECTORS

GREGG ALBERT
WJLQ AM/FM
Tomahawk

EDWARD ALLEN III
WDOR AM/FM
Sturgeon Bay

ELLIS BROMBERG
WMVS-TV/WMVT-TV
Milwaukee

JULI BUEHLER
WLUK-TV
Green Bay

SCOTT CHORSKI
WKBT-TV
La Crosse

BILL HURWITZ
WMCS-AM/WJZI-FM/WLUM-FM
Milwaukee

KIRA LAFONU
Entercom
Milwaukee

DEAN MAYTAC
WISN-TV
Milwaukee

BOB MILLER
Discover Mediaworks
Madison

JEFF ROBINSON
WVRQ AM/FM/WPRE/WQPC
Viroqua/Prairie du Chien

DON ROSETTE
WMCS-AM
Milwaukee

JILL SUMMERS
WISC-TV/My Madison TV
Madison

March 29, 2007

The Honorable Kevin Martin
Chairman

Federal Communications Commission
445 12th Street SW - Room 8-B201
Washington, DC 20554

Dear Chairman Martin:

On behalf of the Wisconsin Broadcasters Association I am enclosing the resolution recently adopted by its Board of Directors. As expressed in the resolution the Wisconsin Broadcasters Association is opposed to the proposed merger of the only two satellite radio companies, XM and Sirius.

The proposed merger will create a government-sanctioned monopoly which is anticompetitive and we ask that on behalf of the citizens of the state of Wisconsin you vigorously oppose the merger and express your opposition to the Department of Justice, the U.S. Attorney General, the Federal Communications Commission and members of the Wisconsin congressional delegation. The proposed merger will result in a monopoly that:

- o violates current Federal Communication Commission rules prohibiting only one provider of satellite radio in the satellite radio market;
- o will be able to exercise unlimited market power which will allow it to raise subscription rates without limit, reduce program diversity and cause subscribers to incur long-run equipment costs;

No. of Copies rec'd 0
List ABCDE

07-57-11 P 2:59

- will be able to monopolize national and regional programming such as sports and entertainment events through exclusive arrangements;
- will exploit its monopoly power and unfairly compete with other media for national advertising by offering artificially low (subsidized) advertising rates; and
- will cross-subsidize its offering of new services and unfairly compete with local radio stations through its monopolization of the only national multi-channel, mobile, radio service in the country.

The proposed attempt to create a government-sanctioned monopoly will severely harm consumers, musicians, broadcasters and the public if it is allowed to go through. The Wisconsin Broadcasters Association stands ready to assist you in opposing this merger.

Please feel free for you or staff to call me should you need any information with regard to the harmful impacts this merger will have on the citizens and consumers of Wisconsin.

Sincerely,

A handwritten signature in black ink, appearing to read "Michelle Vetterkind". The signature is fluid and cursive, with a long horizontal stroke at the end.

Michelle Vetterkind, CAE
President